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First Semester MBA Degree Examination, Dec.2014/Jan.2015
Marketing Management

Received 10 October 2000

Note: 1. Survey area: FCH 25 quadrants from 42. N. 1 to 42. N. 7.

- | | | |
|---|--|------------|
| 1 | What are needs, wants and demand? | (10 Marks) |
| 2 | Mention the different buying roles in study of consumer behaviour. | (10 Marks) |
| 3 | What is STP? Define. | (10 Marks) |
| 4 | Explain product mix with an example. | (10 Marks) |
| 5 | Write about significance of pricing. | (10 Marks) |
| 6 | Explain briefly on AIDA model. | (10 Marks) |
| 7 | What is Marketing Audit? | (10 Marks) |

Note: 1. American and F&MUT participants began CR. No. 1 on CR. No. 7.

- 1 It is very important for a marketer to understand the consumer and his environment. Explain various factors affecting consumer behaviour. (07 Marks)
- 2 Marketing has evolved over a period of time. What are the various stages of evolution of marketing? Explain. (07 Marks)
- 3 Detail out the various bases for segmenting consumer markets. (07 Marks)
- 4 Packaging acts like a silent salesman. Do you agree with the statement? Justify your answer. (07 Marks)
- 5 Explain the factors affecting channel choice. (07 Marks)
- 6 What are push and pull strategies? Which one do you think is better? Explain these strategies with example. (07 Marks)
- 7 Enlist and explain the various steps involved in marketing planning. (07 Marks)

Note: Answers are FCB questions from Q. No. 1 to Q. No. 7.

1. What do you understand by Marketing Environment? What are Micro and Macro environmental factors? Explain in detail. (10 Marks)
2. What is the need of studying consumer behaviour? Explain Howard – Sheth model of consumer behaviour. (10 Marks)

important fact is that computing time increases exponentially with the degree of non-linearity in the underlying field process.

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Table of Contents Mechanotecnics Question Papers 1st Semester 2014

1. Understanding the eBook Mechanotecnics Question Papers 1st Semester 2014
 - The Rise of Digital Reading Mechanotecnics Question Papers 1st Semester 2014
 - Advantages of eBooks Over Traditional Books
2. Identifying Mechanotecnics Question Papers 1st Semester 2014
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mechanotecnics Question Papers 1st Semester 2014
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mechanotecnics Question Papers 1st Semester 2014
 - Personalized Recommendations
 - Mechanotecnics Question Papers 1st Semester 2014 User Reviews and Ratings
 - Mechanotecnics Question Papers 1st Semester 2014 and Bestseller Lists
5. Accessing Mechanotecnics Question Papers 1st Semester 2014 Free and Paid eBooks
 - Mechanotecnics Question Papers 1st Semester 2014 Public Domain eBooks
 - Mechanotecnics Question Papers 1st Semester 2014 eBook Subscription Services
 - Mechanotecnics Question Papers 1st Semester 2014 Budget-Friendly Options
6. Navigating Mechanotecnics Question Papers 1st Semester 2014 eBook Formats

- ePub, PDF, MOBI, and More
 - Mechanotecnics Question Papers 1st Semester 2014 Compatibility with Devices
 - Mechanotecnics Question Papers 1st Semester 2014 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Mechanotecnics Question Papers 1st Semester 2014
 - Highlighting and Note-Taking Mechanotecnics Question Papers 1st Semester 2014
 - Interactive Elements Mechanotecnics Question Papers 1st Semester 2014
 8. Staying Engaged with Mechanotecnics Question Papers 1st Semester 2014
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mechanotecnics Question Papers 1st Semester 2014
 9. Balancing eBooks and Physical Books Mechanotecnics Question Papers 1st Semester 2014
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Mechanotecnics Question Papers 1st Semester 2014
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Mechanotecnics Question Papers 1st Semester 2014
 - Setting Reading Goals Mechanotecnics Question Papers 1st Semester 2014
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Mechanotecnics Question Papers 1st Semester 2014
 - Fact-Checking eBook Content of Mechanotecnics Question Papers 1st Semester 2014
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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